

Seeing the Future on Third Avenue

“King Jewelers”

The small town atmosphere of Third Avenue appeals to customers and businesses alike.



“I located on Third Avenue 25 years ago because of the small town atmosphere. That appeal is still what keeps me here. I’ve had offers to open elsewhere because of our success here, but I’m on Third to stay,” are the words of David Rossi of King Jewelers. Rossi operates a service oriented business and has developed a wide customer base in a niche market of clock repair. Visitors who walk into his shop just to admire the clocks of all shapes and sizes usually spend some time in conversation and end up being regular customers for jewelry and watch repair. As an “old timer” on Third and one who has been actively involved in the activities and organizations on the Avenue, Rossi recognizes that change and revitalization are necessary and important in the life cycle of a city.

He is preparing to start the work on approved plans from the City of Chula Vista to improve the façade of his building which will make the store more appealing from the sidewalk and give the store more visibility from the street. Rossi strongly supports the efforts to recruit new business: “New retail businesses and restaurants that respect the small town atmosphere and appeal of Third Avenue is what we are pleased to see join us here. Smart business will thrive on Third.”



“King Jewelers”

271 ½ Third Avenue, Chula Vista, CA 91910
(619) 422-2711

See the Future from Here.

Community Development Department • 276 Fourth Avenue • Chula Vista, CA 91910 • ph (619) 691-5047 • f (619) 476-5310 • www.chulavistaca.gov